STRATEGY MANAGEMENT FOR IT SERVICES

ITIL Lifecycle Poster – Service Strategy - Process Summary

◎ PURPOSE

Strategy management for IT services produces and maintains all strategy plans and ensures they are translated into tactical and operational plans. It defines and maintains organization's 4Ps (perspective, position, plans and patterns) with regard to its services and the management of those services.

The purpose of a service strategy is to articulate how a service provider will enable an organization to achieve its business outcomes. Strategy management for IT services process ensures that the strategy is defined, maintained and achieves its purpose.
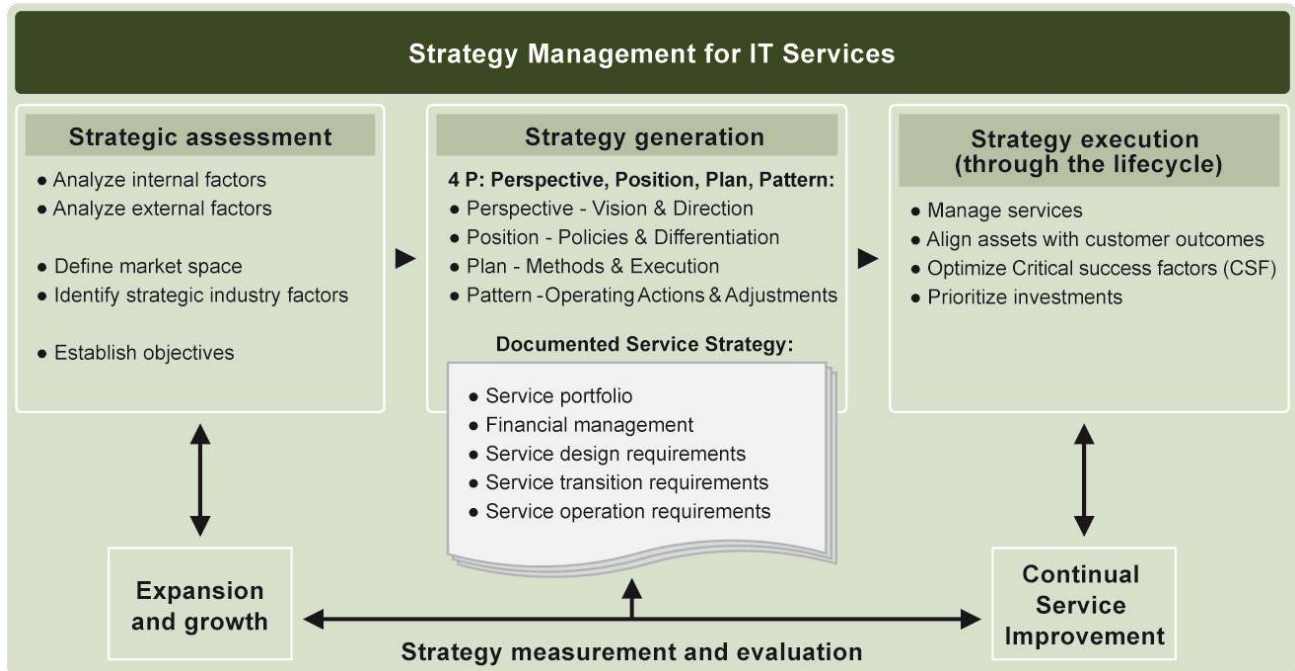
⏻ TRIGGERS

- Annual planning cycles
- New business opportunity
- Changes to internal or external environments
- Mergers and acquisitions

⤓ INPUTS

- Existing plans
- Research on aspects of the environment
- Vendor strategies and product roadmaps
- Customer interviews and strategic plans
- Service portfolio
- Service reporting
- Audit reports that indicate compliance with (or deviation from) the organization's strategy

Strategy Management for IT Services

Strategic assessment
- Analyze internal factors
- Analyze external factors

- Define market space
- Identify strategic industry factors

- Establish objectives

Strategy generation

4 P: Perspective, Position, Plan, Pattern:
- Perspective - Vision & Direction
- Position - Policies & Differentiation
- Plan - Methods & Execution
- Pattern - Operating Actions & Adjustments

Documented Service Strategy:
- Service portfolio
- Financial management
- Service design requirements
- Service transition requirements
- Service operation requirements

Strategy execution (through the lifecycle)
- Manage services
- Align assets with customer outcomes
- Optimize Critical success factors (CSF)
- Prioritize investments

Expansion and growth

Continual Service Improvement

Strategy measurement and evaluation

⟳ OUTPUTS

- Strategic plans
- Tactical plans
- Strategy review schedules and documentation
- Mission and vision statements
- Policies
- Strategic requirements tor new services and input into which existing services need to be changed